

Pacific Palisades BID

MINUTES FOR BOARD MEETING

Wednesday, July 5, 2017 8:30AM

Location: Methodist Church, 801 Via de la Paz, Pacific Palisades

In Attendance –

- Board Members: Lee Ford, Susan Carroll, Joyce Brunelle, Elliot Zorensky, Asvina Narain, Lynn Borland, Shaun Malek, Rick Lemmo
- Executive Manager: Laurie Sale
- Additional Attendees: Staci Mitchel, Rick Stoff (Chrysalis), Lisa Cahill (CD 11 Deputy)
- Excused: Dee Dee West, Don Scott, Officer Moore

Public Comment: None

Welcome & Introductions:

- Elliot Zorensky opened the meeting at 8:36AM. He offered a special welcome to Lisa Cahill again.
- Rick Lemmo moved to accept the minutes from June 7, 2017. Lee Ford was the second. Motion was passed.

Report from City Council 11th District deputy, Lisa Cahill

- Laurie spoke with Debbie Dyner Harris at CD11, Debbie said DOT will let us use the corner in the parking lot next to Naturella Beauty Supply. Unfortunately, because it belongs to the DOT we will have to pay \$120/year. Lisa will follow up to see if the fee can be waived. If fee cannot be waived, Rick Lemmo made a motion to pay \$120 annually as we receive the bill. Joyce 2nd the motion. No discussion. The motion passed unanimously.

Report from Chrysalis – Rick Stoff:

- Pressure Washing will be postponed until after the tree trimming is completed. Chrysalis has it scheduled for July 11, 12, 14 & 19. Laurie, Rick and the new Operations manager, Nathan, walked the area to see stains and gum that needs extra attention so it will be even better this time. Laurie asked Rick to take before and after pictures as well as one of the team doing the work. Susan suggested we schedule power washing around the Ficus berry season next year. Elliot will double check the dates for FICUS berries.
- Everyone agreed that Chrysalis did a great job cleaning up after the 4th of July parade again.

Report on LAUSD Assessment – Laurie

- Currently LAUSD has paid \$4,818.76 of \$13,643.14 assessed for this 2016/2017 year. Laurie called Steve and Aaron both of whom helped make our BID. Joyce Izumi is the person who actually makes the payment for LAUSD. She recalculated what they pay based on their formula and will pay us about \$600 more. Rick wants Laurie to ask city attorney to send a letter regarding their delinquency in paying assessed property tax. Elliot asked Laurie to work with Lisa on this. It was discussed that perhaps upon renewal, we eliminate LAUSD from the BID. Lee will head an assessment task force with Elliot & Laurie to think about how to go forward.. It will be part of the treasurer's report.
- Financial Update – Lee
 - We have \$74,697 in the bank currently, but after paying bookkeeper and tree trimming (estimated at \$31,060), we'll have \$52,381 for the rest of the year. Plus any monies still due us from the city.
 - Tree trimming will not be an annual expense although Palm trees should be trimmed annually.

- o New Tree in front of Chase Bank: we believe PRIDE planted them. We are not sure if they are permitted and if this type of tree fits the regulations. Elliot will find out from PRIDE.
- Lee confirmed that this budget includes the money for Chrysalis, that the chamber can't pay (only for services in the BID district), that we had previously agreed to pay at May's meeting (up to \$5000). Arnie wants us to reimburse them but Joyce will tell him that we will pay Chrysalis directly, it's limited to a total of \$5000 and we will only pay for our district's services.
- Finally, Lee made a motion that we accept the budget as presented for 2017. Susan gave us a 2nd and the motion carried.
- Laurie will confirm revenue payment calendar from City.
- Elliot made a motion that we approve \$2500 to pay Attorney for work on 501C6. The attorney's fees were more than we had allotted. Lee gave a 2nd and the motion carried.

TREE TRIMMING REPORT - Laurie

- Everyone was pleased with the trimming to date. Signs are out for work on Thursday and Friday and Monday. Luis Casas' staff is a pleasure although some of our locals have been less than welcoming.

ADS IN PAPERS - Susan

- Susan asked Laurie to start a file with all of the ads so we can budget better next year..
- We will run more ads in two weeks similar to the power wash ads with "Please Support Businesses in the Village".
- Trash Hauling by Athens has already started in our district.

TREE LIGHTING - SHAUN

- Solar lighting is too dim. We are getting quotes to hard wire the trees. Shaun asked Lisa for help with getting power from the City. Shaun has one estimate at about \$800/tree. Shaun asked Rick Lemmo for Caruso's holiday lighting team. A consistent look is one reason why we should use same vendor as Caruso. Shaun promised to have 2-3 estimates by August. Solar light strands will come down when we put in the hard wiring.

WEBSITE UPDATED - Laurie

- Agendas are all posted in the website.

POST CARDS - Laurie

- Laurie will talk to realtors to see if they still offer physical packages.

BLOG - It was decided that it was too much work to have someone create a blog. Idea dismissed.

Meeting adjourned at 9:54 am. Next meeting is Wednesday, August 2, 2017, 8:30AM at The Lounge at The Methodist Church, 801 Via de La Paz, Pacific Palisades

The Pacific Palisades BID follows the California Ralph M. Brown Act - all meetings shall be open and public except when the Brown Act authorizes otherwise. As covered under Title II of the ADA, the Pacific Palisades BID, upon request, will provide reasonable accommodation to ensure equal access to its meetings, programs and activities. Assistance and services may be provided upon prior 72 hour request. To ensure availability of services, please contact Laurie Sale at (424)256-5733 or Laurie@palisadesbid.org.